Exhibit 59

Deposition of Roger D. Blair, Ph.D. (December 9, 2017) (excerpted)

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             UNITED STATES DISTRICT COURT
                 DISTRICT OF NEVADA
   CUNG LE; NATHAN QUARRY, JON
   FITCH, on behalf of
   themselves and all others
   similarly situated,
             Plaintiffs,
             vs.
                                 ) Case No.
                                   2:15-cv-01045-RFB-(PAL)
   ZUFFA, LLC, d/b/a Ultimate
   Fighting Championship and
   UFC,
             Defendant.
                 HIGHLY CONFIDENTIAL
              VIDEOTAPED DEPOSITION OF
           ROGER D. BLAIR, Ph.D., VOL. II
                  Orlando, Florida
                  December 9, 2017
                     7:59 a.m.
Reported By:
Dawn A. Hillier, RMR, CRR, CLR
Job No. 52574
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	304		306
1	revenue, then you could calculate a ratio of the	1	cost, their prices, you know, once I know what
2	marginal revenue product of the athletes to the total	2	those quantities are, you know, the total output,
3	revenue in that sport; right?	3	if you will, is determined by the the nature of
4	MR. WIDNELL: Objection, form.	4	the production function. And then that determines
5	THE WITNESS: That's a matter of I mean,	5	the quantity. And given the demand conditions,
6	you're you're asking me if if I have a if	6	that will then determine what the you know, what
7	I know what the numerator and the denominator are,	7	
	I can do the arithmetic, and the answer's yes.		the price is. And you can calculate the the
8	•	8	total revenue from that. And what you have to
9	BY MR. SILVERMAN:	9	subtract out, then, in order to determine the
10	Q For any given sport, the revenue from an event	10	profit, is the payments to the inputs that went
11	can, in theory, be broken down into the revenue product		into producing that output.
12	of the various input factors that went into producing	12	Now, can you then attribute can you say how
13	that event; right? So, in the example you just talked	13	much of the revenue was generated by each of the
14	about, the fighters in the venue, for example.	14	inputs. You know, that becomes complicated because
15	MR. WIDNELL: Objection, form, misstates.	15	the marginal revenue products are the marginal
16	THE WITNESS: Okay. So, I'm sorry. You're	16	product marginal revenue product of one input is
17	asking me if if we have all of the if we have	17	influenced by the quantities of the other inputs
18	all of the inputs and we you know, we list all	18	that are employed. So, you know and, you know,
19	of those, can we attribute shares of the total	19	you it's relatively easy to see that, you know,
20	revenue that are accounted for by each of those	20	in, you know, you know, specific production
21	inputs?	21	examples.
22	BY MR. SILVERMAN:	22	BY MR. SILVERMAN:
23	Q Right.	23	Q If we look at Major League Baseball, for
24	A Is that your question?	24	example, do you think that the players are responsible
25	Q In theory.	25	or that the strike that.
	305		307
1	A Well, you know, I mean, again, not	1	If we look at Major League Baseball, for
2	necessarily. And, you know and, you know, in the	2	example, do you think that the marginal revenue product
3	same sense that, you know, if you were to say, you know,	3	of the players accounts for the vast majority of the
4	we have the athletes that are providing the sports	4	revenue generated?
5	entertainment and we have the venue, so we have let's	5	MR. WIDNELL: Objection, form.
6	just suppose there's only those two inputs. We have the	6	THE WITNESS: Well, certainly if you're a
7	athletic input, and the venue. You know, revenue's zero	7	baseball fan, you're not going to want to go to the
8	if either one of those things is zero. So, having put	8	stadium and just sort of sit around and look at the
9	on the event, you know, allocating the the revenue	9	green grass. You know, you're going to want
10	a portion of the revenue to each of them would be, you	10	you're going to go there because the players are
11	know, pretty difficult.	11	going to play a game. And you want to watch the
12	Q But in theory, isn't the revenue by	12	athletic competition on the field. You know, so,
13	definition, doesn't it isn't it attributable to all	13	you know, the you know, but that attribution,
14	of the factors that go into production, even if it's	14	you know, again, you know, is complicated by the
15	difficult to apportion it properly?	15	fact that, you know, if you didn't have the
16	MR. WIDNELL: Objection, form.	16	stadium, you know, you wouldn't generate the same,
17	THE WITNESS: Okay. So okay. So, you	17	you know, fan appeal.
18	know, in theory, you know, what you're looking at	18	There wouldn't be any place for them to watch
19	is, you know, the you know, the profit, let's	19	the game. So, you know, the size of the stadium
20	say, is a function of the revenue which is driven	20	can come into play and, you know, because that's
21	by the you know, the demand on the part of	21	another input in the production of revenues through
22		22	
23	consumers, you know, the fans, and the and the	23	providing sports entertainment. BY MR. SILVERMAN:
24	output, which is driven by the inputs; okay?		
	So, if I know what all of the inputs are, you	24	Q What are the other major factors of production
25	know, the quantities of all the inputs, and their	25	besides the stadium, I think you mentioned, that play an

18 (Pages 304 to 307)

308 310 1 important role in generating the baseball revenues? 1 television contract is a stream of revenue, but it's not 2 MR. WIDNELL: Objection, form. 2 a factor of production, is it? 3 THE WITNESS: Well, I mean, I haven't, you 3 A No, it's not a factor of production. 4 know, I haven't studied that in particular. So, 4 Q Yeah. So I'm asking specifically about the 5 you know, I'm just, you know, responding to your 5 factors of production that go into generating the 6 question, you know, off the -- you know, basically 6 revenues, whether labor or capital. 7 7 off the top of my head from just general A Okay. Sure. Okay. 8 8 experience. But, you know, obviously there's a MR. WIDNELL: Are you asking just for the --9 venue. There's, you know, promotion by the -- by 9 the venue -- the event of the venue or overall for 10 10 Major League Baseball generally that's, you know, the team's revenues? 11 where they provide promotions on a league-wide 11 BY MR. SILVERMAN: 12 12 basis. There are individual promotions, you know, Q Just -- for just generating the -- the 13 13 revenues -- the event revenues. But including wherever at the local level by the -- you know, by the team. 14 You know, there's the venue, the amenities. You 14 those revenues come from, including television 15 15 know, you need to have parking facilities. You contracts. 16 16 A Right. So what you said right at the end was know, some of the most modern stadiums have a lot 17 of other sorts of fan amenities. You know, they 17 excluding something like the television contract 18 18 revenue; right? may have places for kids to play when they get 19 bored with the game. You know, they have 19 O No. So I didn't mean to exclude -- what I was 20 20 restaurants and, you know, bars. And, you know, asking is what -- I'm asking, what are the important 21 all sorts of things go into attracting fans to --21 factors of production --22 22 A Okay. to come to a particular location in order to watch 23 23 a -- you know, some sports athletic composition on Q -- in addition to the athletes --24 24 Α Right. the field. 25 BY MR. SILVERMAN: 25 -- that generate the revenue. And then the 309 311 revenue comes from a variety of places, game receipts, 1 O Do those --1 2 2 The umpires. television contracts, wherever. 3 3 A Okay. All right. So -- so you need game Q Sure. 4 Α I mean, there's a lot of things that come into 4 officials; right? 5 5 play. Q Yeah. 6 O Do those same factors play an important role 6 A You also need coaches. You need trainers. 7 7 You need medical personnel. You need the golf carts to in generating revenues in the NFL? 8 MR. WIDNELL: Objection, form. 8 take the players off the field sometimes. You need, you 9 9 BY MR. SILVERMAN: know, training facilities for them to be prepared to 10 10 play. And, you know, of course you need the venue, Q The ones you listed for baseball. Are any of which is not a trivial matter. You know, if the game's 11 11 them not present in the NFL? 12 A Well, I mean, I don't know. I mean, they 12 at night, you need utilities because you have to have 13 don't have umpires. They've got somebody else. 13 the lights on. 14 You know, they have other game officials. You 14 You need to have people to operate the venue 15 15 know, some of the -- some of the revenue, you know, is in terms of, you know, selling tickets and checking 16 associated with, you know, the live attendance and the 16 admissions and that sort of thing. You need to have 17 17 gates receipts and the concessions and parking and so on some sort of parking facilities. You know, there's a 18 18 and so forth. You know, but part of the revenue that host of things that I'm probably not thinking about. 19 the -- that's experienced is through the TV contracts. 19 But, again, you know, as I -- as I said -- well, as I 20 20 And, so, you know, that contributes as well to the said when we were talking about baseball, you know, I 21 21 overall revenue stream and profitability of the haven't studied this in any detail, so I'm just 22 22 responding to you kind of off the top of my head. 23 23 Q But I'm asking about factors of production, so Q Understanding that you're just -- that this 24 inputs that general -- that, you know, that are 24 isn't something you studied in detail, are all of those

19 (Pages 308 to 311)

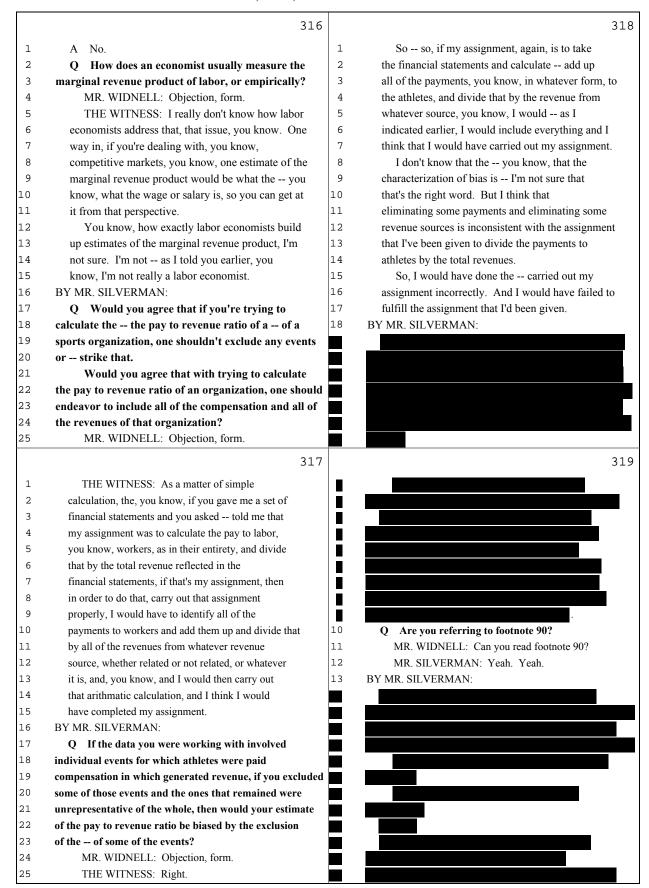
factors you identified for the NFL also present in the

responsible for generating revenue. I mean, I guess the

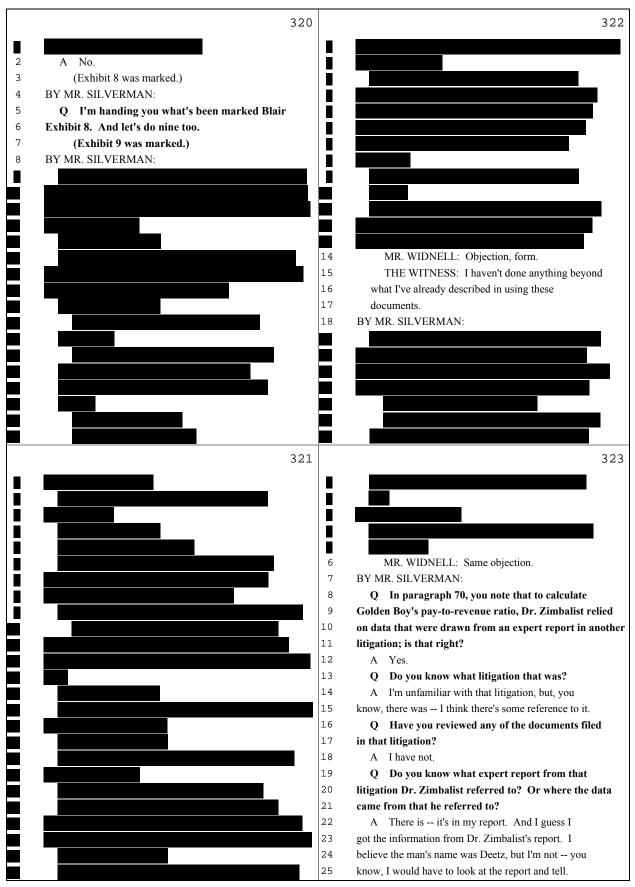
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314 312 1 MBA and the NHL as important factors of production? 1 A -- you know, assorted other things that, you 2 MR. WIDNELL: Objection, form. know. I'm sure I'm missing a whole bunch of things. 3 3 THE WITNESS: I'm sure that there's some But, again, you know, I haven't -- I haven't focused on 4 4 things that I listed for the NFL that, you know, 5 are not important for the NBA. For example, you 5 Q For the sports that we discussed based --6 know, when players get hurt in the NBA, usually 6 professional baseball, basketball, football, hockey, and 7 7 they're not hurt as severely as they might get hurt boxing, for any of them, have you studied the ratio of 8 8 in an NFL game and they usually don't have carts to the marginal revenue product of the athletes to the 9 take them to the locker room as a result of that. 9 total revenue in any of those sports? 10 10 Although they may have. I haven't seen that. A No. 11 11 But, you know, the -- you know, as a general Q Have you studied the ratio of the marginal 12 12 proposition, you -- you need the, you know, same revenue product of the athletes to total revenue in MMA? 13 sort of things. You need game officials. You need 13 A No. 14 equipment. You need a venue. You need -- you 14 Q Or for the UFC, specifically? 15 15 A No. know, you need the coaches. Again, you know, 16 16 Q Do you have any reason to believe that the training facilities, practice facilities, you know, 17 and an assortment of, you know, other things. You 17 marginal revenue product of the athletes in any of the 18 18 sports we just discussed that Dr. Zimbalist uses a all still need parking facilities and you need 19 somebody to run -- not somebody, but some people to 19 yardstick is higher or lower than it is in MMA? 20 20 operate the venue. You know, and so on. MR. WIDNELL: Objection, form. 21 21 BY MR. SILVERMAN: MR. SILVERMAN: Actually, strike that 22 O What are the important factors of production 22 question. Sorry. 23 23 that generate revenues in boxing other than the BY MR. SILVERMAN: 24 24 athletes? Q Do you have any reason to believe that the 25 25 MR. WIDNELL: Objection, form. marginal revenue product -- strike that too. 313 315 1 THE WITNESS: You asked me, what are they? 1 Any reason to believe that the marginal -- the 2 BY MR. SILVERMAN: 2 ratio of the marginal revenue product of labor to total 3 Q Um-hum. 3 revenue in any of the yardstick sports is higher or 4 4 A Well, a lot of it's the promotion, you know, lower than that ratio in MMA? 5 5 MR. WIDNELL: Objection, form. for -- you know, some boxing events you see in the 6 months or weeks leading up to the event, there's a lot 6 THE WITNESS: I haven't thought about that 7 7 specifically, so as I sit here today, I don't of promotion. You know, sometimes the -- the 8 participants help with that by, you know, trash talking 8 really have an informed response for you. 9 9 and things like that that, you know, are designed --BY MR. SILVERMAN: 10 10 well, I mean, I shouldn't say designed. I mean, you Q Okay. Would you agree that Zuffa has 11 11 know, I don't know for sure why these guys are trash additional revenue streams beyond those which it 12 talking, but it does seem to, you know, elicit some 12 accounts for as an event revenue? 13 further interest on the part of the fans. 13 MR. WIDNELL: Objection, form. 14 14 You know, so, you know, and the other things THE WITNESS: I believe so, yes. 15 BY MR. SILVERMAN: are -- you know, are similar. You need -- you know, you 15 16 need referees. You need judges. I mean, you need a 16 Q For example, Zuffa has revenue from selling 17 17 referee in the ring. You need judges. You know, you're license fees to video games, for example, which aren't 18 18 going to need a venue. And, you know, with the -- all event revenue; right? 19 the things that go with that. 19 A Yes. 20 20 The boxers are going to need training Q Have you ever performed any empirical analysis 21 21 facilities. They're going to need, you know, managers, to measure the marginal revenue product of labor in 22 22 coaches, you know, trainers and, you know, and so on. any -- in any labor markets -- or strike that. Not in 23 23 You need equipment. Not a lot of equipment, but you any labor markets. 24 need boxing gloves and --24 Have you ever performed a study to measure the 25 25 marginal revenue product of labor in any market? O Um-hum.

20 (Pages 312 to 315)



21 (Pages 316 to 319)



22 (Pages 320 to 323)

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